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Use of Amerika Dienst Material By West German Editors

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INTRODUCTION

This is the second of two reports on the German Press. The first, which was published late in 1956 as Report No. C-6, concerned itself primarily with the German editors assessment of the West German press. The present report deals with the attitude of the editors to Amerika Dienst and to all the other news services available to them in West Germany.

The sample used in the present study is the same as that used in the first editors' study, namely 723 editors, representing a total of over 700 newspapers of all kinds in West Germany. Because of the 'high quality' of respondents, interviewers were specially selected and specially trained before the interviewing began. The study was started on October 4, 1956, and concluded on December 14, 1956.

Field work as well as data processing was done by DIVO - Gesell-schaft fuer Markt- und Meinungsforschung, m.b.H., Frankfurt/Main, a German survey organization working under contract with the Research Staff.



SUMMARY

The present study answers four basic questions regarding the use of AD (Amerika Dienst) material by West German editors; (1) How does the distribution of AD compare to the distribution of other news services; (2) How does the amount of AD material used by the West German editors compare with the amount used of other news services; (3) How does the manner of using AD compare with the manner of using other news services; and (4) What do the West German editors like most and like least about AD?

In regard to the question on distribution, the survey showed that only dpa (Deutsche Presse Agentur) surpassed AD in the number of editors who were receiving its service. The survey indicated further that AD was being received more by large newspapers than by small, and more by the party press than by the independent press.

According to the survey data the editors report that the most material by far comes from dpa. Thus, in a rank distribution of the amount of news service material used, dpa would be first followed at some distance by DIMITAG, AP and AD. This report by the eidtors, however, is somewhat misleading in view of the fact that a great deal of material which the editors use and label as dpa is actually material provided by AD. Incidentally, other news services which use AD material as their own include DIMITAG (Dienst Mittlerer Tageszeitungen, KNA (Katholische Nachrichten Agentur), EPA (Evangelische Presse Agentur), and VDW (Vereinigter Wirtschaftsdienst).

Regarding manner of use, the survey showed that when AD material is used, it is utilized without rewriting more often than most of the other news services. Of further interst is the finding that smaller newspapers use AD material without rewriting it more frequently than larger newspapers.

Finally, it was found that editors who use AD material like best its 'valuable contents', while the relatively few who made criticisms of AD mentioned its 'one-sidedness', its 'American frame of reference', and its 'poor writing'.



Section 1: Overall Distribution of AD Material

The purpose of this section is to ascertain the degree to which the editors of West Germany receive the output of fifteen or more news services available to them. It should be pointed out that "receipt of news services" in this section includes any utilization regardless of the amount used.

dpa RECEIVED MOST BY WEST GERMAN EDITORS, FOLLOWED BY AD ...

A basic question of the survey asked the editors which of the 15 major news services available to them in West Germany they make use of (i.e. receive). Answers show that the news service mentioned most frequently (71%) was dpa (Deutsche Prosse Agentur), with AD (Amerika Dienst) second (42%). Thus, except for dpa, the distribution of AD material is greater than that of any other news service, including the Bulletin, the official press release of the German government. The overall distribution of news services used by West German editors can be seen in the following table.

"From which of the following agencies and information services do you obtain your news and your other material?" (CARD)

	(723)
dpa (Deutsche Presse Agentur)	71%
AD (Amerika Dienst)	42
AP (Associated Press)	31
Bulletin	31
Britische Nachrichten	24
UP (United Press)	22
DIMITAG (Dienst Mittlerer Tages-	
zeitungen)	21
PPP (Politisch Parlamentarischer	
Pressedienst)	20
CDP (Christlich Demokratischer Presse-	
dienst)	20
Nachrichten aus der Sowjet Union	13
London Diplomatische Korrespondenz	8
INS (International News Service)	7
REUTERS	6
AFP (Agence France Press)	5
Others	17
	338%

[@] Some respondents named more than one news service.

AMERIKA DIENST RANKS FIRST WITH DEUTSCHE PRESSE AGENTUR WHEN ONLY WEEKLY NEWSPAPERS ARE CONCERNED ...

The distribution of news services quoted above applied to all newspapers. When only weeklies are considered, however, it appears that AD (Amerika Dienst) is received as frequently as the chief German news agency dpa (Deutsche Presse Agentur). Thus, as shown in the table below, both AD and dpa are used by 24 per cent of the weekly newspaper editors, followed by the Bulletin (21%), Britische Nachrichten (18%), Nachrichten aus der Sowjet Union (18%) and PPP (Politisch Parlamentarischer Pressedienst) (18%).

Use of News Services By Editors of Weekly Newspapers in West Germany

•	Weekly
	Papers
	(117)
dpa	24%
ΔD	24
Pulletin	21
Britische Nachrichten	18
PPP	18
Nachrichten aus der Sowjet Union	18
CDP	13
AP	8
UP	8
REUTERS	5
London Diplomatische Korrespondenz	2
AFP	2
INS	2
DIMITAG	-
Others	_27
	190%@

[@] Some respondents named more than one news service.

AD REACHES GREATER PROPORTION OF LARGER NEWSPAPERS ...

The survey indicates that in general the frequency with which the newspaper editors receive the various news services is directly related to the size of the newspapers. This finding is also true of AD. Thus, only 24 per cent of the editors of newspapers under 10,000 circulation say they receive AD material compared to 58 per cent for newspapers with a circulation from 10,000 to 50,000, 71 per cent for newspapers with a circulation from 50,000 to 100,000 and 70 per cent for newspapers with a circulation over 100,000,

Use of News Services According to Newspaper Size

	Up to 9,999 (385)	10,000- 49,999 (202)	50,000- 99,999 (58)	100,00 & over (47)
dpa	61%	80%	79%	96%
AD	24	58	71	70
DIMITAG	22	26	3	4
AP	20	34	43	81
UP	16	20	35	49
Bulletin	13	42	61	64
CDP	13	22	31	47
Britische Nachrich-		~ (
ten	10	36	41	55
PPP Nachrichten aus der	8	26	41	53
Sowjet Union	5	15	24	17
INS		10	9	47 17
REUTERS	4	6	12	23
London Diplomatisch		Ü	12	2)
Korrespondenz	2	9	17	36
AFP	2	7	7	17
Others	_9	24	26	36
	21276	415%©	500%	695

[@] Some respondents named more than one news service.

AMERIKA DIENST REACHES MORE NEWSPAPERS IN HESSE AND SCHLESWIG/HOLSTEIN THAN IN ANY OTHER LAND ...

The survey shows also that the distribution of news services varies with the Land. Thus, the Laender which most frequently receive Amerika Dienst are Hesse (53%) and Schleswig/Holstein (52%), while the Land which receives AD less frequently than any other is Berlin (19%). Incidentally, in regard to Berlin, it is of interest to note that all news services are received less frequently in Berlin than in other Laender, except for AP and London Diplomatische Korrespondenz.

Use of News Services By Laender

	Schles- wig/ Hol- stein (44)	Ham- burg (18)	Low- er Sax- ony (101)	men	North Rhine/ West- phalia (121)	Hesse (88)	Rhine- land/ Palatin- ate (33)	Ba- den Wuerttem- berg (133)	Bav- aria (167)	Ber- lin (31)	Aver- age
dpa AD AP Bulletin Britische	3	61% 33 33 39	73% 39 38 37	100%	64% 32 33 29	68% 53 30 35	61% 37 21 24	77% 44 33 28	69% 40 19 23	35% 19 32 16	71% 42 31 31
Nachrice ten UP DIMITAG PPP CDP Nachr.aus der Sowjet	32 27 11 32 25	33 50 6 33 28	22 21 41 16 18	100	17 14 35 16 18	35 22 16 15 18	21 18 6 31 15	22 28 15 22 28	21 16 13 18 16	13 10 - 10 6	24 22 21 20 20
Union London Dipl. Korres-	5	28	13	-	10	16	9	14	14	-	13
pondenz INS REUTERS AFP Others	7 7 11 5 16	22 17 11 6 33	9 10 7 4 15 363	- - - - 200%	7 6 5 11 15 312%	5 9 2 2 2 25 351%	6 6 6 15 <u>18</u> 294%	8 8 5 4 <u>12</u> 348%	6 5 6 2 20 288%	13 - 3 3 6 16%	8 7 6 5 17 338%

[@] Some respondents named more than one news service.

AMERIKA DIENST RECEIVED MORE FREQUENTLY BY PARTY PRESS THAN BY INDEPENDENT PRESS* ...

The survey shows finally that the degree to which the various news services are received is determined by the political affiliation of the newspapers. Taking all news services collectively, the survey shows that the opposition (SPD) newspapers most frequently receive news services, while the pro-government (CDU) newspapers receive them less frequently. In regard to AD the same pattern prevails with opposition newspapers receiving AD material most frequently (76%) followed by the pro-government newspapers (55%) and the independent press (37%).

News Services Receipt By Party Affiliation

	Pro-government (88)	Opposition (29)	Independent (581)
dpa	7 4%	93%	69%
DIMITAG	10	3	23
AP	42	49	27
UP	24	45	19
REUTERS	6	21	5
AD	55	76	37
Britische Nachrichten	27	45	21
London Diplomatische			
Korrespondenz	14	31	5
AFP	12	10	3
INS	6	21	7
PPP	27	66	15
CDP	41	21	16
Nachrichten aus der Sowjet			7. 0
Union	18	31	10
Bulletin	43	52	26
Others	24	41	15
	425%	605/30	298/20

[©] Some respondents named more than one news service.

^{*} Average for receipt of various news services differs from average noted in previous table because of the omission of 25 respondents whose political affiliation could not be identified.

Section 2: Amount of Various News Service Output Used By Different Newspapers

In the previous section the interest was upon the distribution of news service regardless of the amount used. In the present section the focus is shifted to the varying amounts of each news service which the editors make use of.

EDITORS USE ONLY A SMALL PART OF THE MATERIAL THEY RECEIVE ...

According to the survey data, editors, as a rule, use only a small part of the material they receive. Thus, the survey shows that a full third of the editors use hardly any of the news service material they receive, another third uses less than half, and the remainder uses bear tween half of the material, and most of it, and (among 2% of the editors) all of it.

Amount of All News Service Material Used By West German Editors

	% of Editors Using Various Amounts of News Service Material (723)
All material	2%
Most of it	14
Approximately half	14
Less than half	37
Hardly anything	29
Nothing at all	4

AD MATERIAL ALSO USED ONLY IN PART ...

The findings on the previous page that editors use only a small part of the material they receive holds true in the case of AD. Thus, 2 per cent of the editors use approximately half or more of the AD material they receive, 12 per cent use less than half, and 23 per cent use hardly anything or none at all. (The remainder either had no opinion or were not asked.)

This finding should not be given a negative interpretation.

Although AD is being used less than dpa (the chief news agency in West Germany) DIMITAG and AP, it is being used to approximately the same extent as UP, and to a greater extent than either Britische Nachrichten or the Bulletin.

It should be pointed out furthermore that although AD is used less frequently than the commercial news services, with which it is not in competition, it is at the same time used much more than the other two governmental agencies, Britische Nachrichten and the Bulletin.

"Could you perhaps tell me how much of the material of each of these agencies and information services you use? Do you use all the material you get from the, most of it, approximately half of it, less than half of it, hardly anything, or nothing at all?"

	Use	of	News	Services	Compared#
--	-----	----	------	----------	-----------

	dpa.	DIMITAG	AP	UP	AD	Britische Nach- richten	Bulletin
All material	2%	1%	*%	-%	-%	-%	-%
Most of it	20	6	3	1	*	-	*
Approximately half	15	3	5	2	2	1	1
Less than half	23	4	15	12	12	5	6
Hardly anything	3	3	4	3	21	15	15
Nothing at all	1	-	*	-	2	1	4
No opinion	8	3	3	4	5	2	4
Not asked **	<u>28</u> 100%	80 100%	<u>70</u> 100%	78 100%	<u>58</u> 100%	<u>76</u> 100%	<u>70</u> 100%

[#] In order to avoid over-lengthy tables only the most frequently used news services were considered.

^{*} Less than one half of one per cent.

^{**} Represents editors who say they do not receive the news services considered. - 7 -

HOWEVER, USE OF AD MUCH GREATER THAN INDICATED ...

The chart above shows that according to editors' opinion AD is fourth behind dpa as the news service most frequently used by Western newspapers. However, what the editors did not know when they provided this opinion was that a large percentage of the dpa news items about U.S. government activities they used were actually AD items which dpa was using under its own label. Thus, during the past 12 months AD sent do dpa 2,327 news items of which 1,451 or 62 per cent subsequently appeared in the dpa files as dpa material. This fact shown on the table below is obviously essential to an objective evaluation of AD services.

AD Material Received and Used Without Attribution
By dpa During Past Year*

Month	No. of AD items sent to dpa	No. of AD items used by dpa	Per cent of AD items used by dpa
May 1957	181	122	67%
April 1957	170	115	68
March 1957	235	142	60
February 1957	225	139	58
January 1957	320	219	68
December 1956	170	96	56
November 1956	183	110	61
October 1956	138	79	57
September 1956	150	92	61
August 1956	222	143	64
July 1956	195	113	58
June 1956	138	81	60
TOTAL	2,327	1,451	
AVERAGE	194	121	61.5

^{*} Data provided by Press Division, USIS, Bonn

EDITORS SAY AMERIKA DIENST IS NOT USED MORE BECAUSE IT IS "TOO ONE-SIDED" ...

Editors who said they used "less than half" or "hardly any" of the AD material were asked why they did not use more. About a dozen reasons were given. Most frequent answer (ignoring "lack of space" (49%) which is somewhat meaningless) was that it was "unsuited" for this particular paper (14%), that it was "too one-sided" (11%), that they use other news sources (8%) and that they have their own correspondents (6%). Other reasons included tardiness in reporting, poor style and composition, and the American frame of reference.

"Can you perhaps tell me why you do not use more of the material of the Amerika Dienst?"

Summary Table of Reasons*

				Britische Nach-	
	ΛD	dpa	DIMITAG	richten	Bulletin
Lack of space	49%	57%	53%	47%	37%
Unsuited for our paper	14	11	6	14	14
Too one-sided	11	1	~	15	10
Use other sources	8	6	14	6	8
Own correspondents	6	13	6	8	6
AD as supplement	6	-	~	5	2
Poor style and composition	2	5	4	1	*
Tardiness in reporting	3	-	6	•	3
Background material only	3	1	2	6	11
AD tuned to American conditions	4	-	-	-	-
Financial reasons	1	2	~	1	3
Other reasons	2	5	6	1	3
No opinion	<u>8</u> 117%	12 113%	<u>16</u> 113‰	9 117%G	<u>17</u> 114%@

^{*} Percentages based on receivers who use less than half or hardly anything of the material.

[@] Some respondents gave more than one answer.

AMERIKA DIENST USED SLIGHTLY MORE BY SMALLER NEWSPAPERS THAN BY LARGER* ...

The various news services differ not only in the degree to which their output is used by all newspapers, but also according to the size of the newspaper. Thus, dpa which has the largest index of use by all papers (83) appeals relatively more to the smaller newspapers than to the larger while AP with the second highest index (57) appeals more to the larger newspapers, especially those with a circulation between 50,000 and 100,000 than to the smaller newspapers. Amerika Dienst with a total index of 16 appeals equally to all sizes of newspapers with a slightly greater appeal to the smaller than to the larger newspapers.

Use of Various News Services According to Newspaper Circulation

	. Under 10,000	10,000- 50,000	50,000- 100,000	Over 100,000	Average
AD	18	16	13	13	16
AP	39	64	71	54	57
UP	<u>"</u> 1	35	32	22	32
Britische Nach- richten	10	9	9	10	10
Bulletin	. 13	12	13	6	14
dpa	105	81	80	65	83
DIMITAG	113	108	_	-	55

^{*} The purpose of this table is to provide an index which would make it easier to see the degree to which the editors of different sized newspapers (i.e. circulation) use the output of the various news scrvices. The index is computed on the basis of "3" for all materials used, "2" for most of the material used, "1" for approximately half of the material used, ".3" for less than half and "0" for hardly any and none at all.

The following tables are included for the convenience of that reader who might like to examine more critically the amount of material of the various news services used by newspapers of different sizes.

Amount of Individual News Service Output By Newspapers
With Circulation Up To 10,000

	AD (92)	AP (76)	UP (61)	Britische Nach- richten (39)	Bulletin (53)	dpa (237)	DIMITAG (86)
All material	-%	-%	-%	-%	-%	5%	11%
Most of it	1	5	7	-	2	31	28
Approximately half of it	4	13	8	-	2	21	17
Less than half of it	34	47	57	31	22	25	21
Hardly anything	46	21	15	51	51	3	8
Nothing at all	5	1	_	10	15	2	-
No opinion	10 100%	13	13 100%	8 100%	8	13 100%	15 100%

Amount of Individual News Service Output By Newspapers With a Circulation of 10 - 50,000

1	AD (117)		UP	Britische Nach- richten (72)	Bulletin (88)	dpa (160)	DIMITAG (53)
All material	-%	1%	-%	-%	-%	4%	2%
Most of it	-	12	3		2	28	40
Approximately half of it	6	22	12	3	2	21	15
Less than half of it	30	44	50	18	19	34	19
Hardly anything	50	10	17	65	45	2	13
Nothing at all	5	1	_	4	16	-	-
No opinion	9	10	18	10	16	11	11
	100%	100%	100%	100%	100%	100%	100%

Amount of Individual News Service Output By Newspapers With a Circulation of 50 - 100,000

	AD (41)	AP (25)	UP (20)	Britische Nach- richten (24)	Bulletin (36)	dpa (46)	DIMITAG (2)
All material	-%	-%	-%	-%	-%	-%	-%
Most of it	_	20	5	-	-	24	-
Approximately half of it	5	16	5	4	6	17	-
Less than half of it	22	40	50	17	22	44	-
Hardly anything	51	12	5	67	47	***	50
Nothing at all	5	_	-	4	14	-	-
No opinion	17	12	35	8	11	15	50
	100%	100%	100%	100%	100%	100%	100%

Amount of Individual News Service Output By Newspapers With a Circulation of More than 100,000

		AP (38)		Britische Nach- richten (26)	Bulletin (30)	dpa (45)	DIMITAG (2)
All material	-%	-%	-%	-%	-%	-%	-%
Most of it		8	_	-	-	15	-
Approximately half of it	3	16	~-		-	16	-
Less than half of	30	60	65	31	17	51	-
Haidly anything	46	5	13	58	63	7	100
Nothing at all	, -	-	_	_	_	-	_
No opinion	21	11	22	11	20	11	-
	100%	100%	100%	100%	100%	100%	100%

AMERIKA DIENST MATERIAL MORE DRAWN UPON BY EDITORS OF NORTH RHINE/ WESTPHALIA THAN BY THE EDITORS OF NEWSPAPERS FROM ANY OTHER LAND ...

A comparison of the use of Amerika Dienst material according to the separate Laender shows that editors of newspapers of North Rhine/Westphalia use a high porcentage of Amerika Dienst material than editors in any other Land. It should be noted that the number of cases for Hamburg and Perlin (each 6 cases) is too small to provide statistical analysis.

Usage of AD Material By Laender*

	Schles wig/ Hol- stein	Ham-	Low- er sax- ony	North Rhine/ Nest- phalia		Rhine- land/ Palatin- ate		Bav-	
	(23)	(6)	(40)	(38)	(47)	(12)	(59)	(70)	(6)
All mater:	i- -%	-%	-%	-%	-%	-%	-%	-%	-%
Most of i	t -	-	-	3	-	~	-	-	-
Approxima half of it	te l y -	~	10	5	6	8	5	-	17
Less than half of it	17	17	27	3 4	34	33	31	26	50
Hardly any thing	y - 66	83	43	40	54	51	46	52	33
Nothing a	t 13	-	5	2	2	-	5	9	_
No opin- ion	4	<u>-</u> 100%	<u>15</u>	18 100%	4	8	13 100%	<u>13</u> 100%]	_ L00%

^{*} Percentages are based on the number of editors mentioning AD among their news sources.

AMERIKA DIENST MATERIAL USED MOST BY PRO-GOVERNMENT AND INDEPENDENT PRESS AND LEAST BY OPPOSITION PARTY ...

most used by the independent press is again dpa followed by DIMITAG, AP, UP, with Amerika Dienst and Bulletin used used by the opposition party newspapers is dpa followed by AP, Amerika Dienst and Bulletin. News service material to approximately the same degree. DIMITAG but the actual number of the newspapers is too small for statistical analysis.) News service material most followed by AP, UP, Bulletin and Amerika Dienst (a relatively high percentage of pro-government newspapers use According to survey data the news service which is used most by editors of pro-government newspapers is dpa,

newspapers than by the editors of opposition newspapers and least by the editors of the independent press. is far as Amerika Dienst itself is concerned its material is used slightly more by editors of pro-government

		Eardly anything	Less than half of	Appr. half of it	Most of it	all material	EXTENT OF USAGE			
100%100%00%	21 18 9		1t25 23 32	8 - 4	1 *	-% -% -%	48 22 213	Pro-gov. Oppos. Indep.	AD	and the manufacture contraction of the contraction
100%100% 10	17 27 1	43 46 5	27 20 1	3 -	3 -	-% -%	40 15 1	Pro-gov. Oppos. Indep.	Bulletin	Usage of
0% 100%100% 100	1 11 14 11	1 8 - 15	8 41 65 48	3 27 14 15	1 13 7 9	-% -% -% 1	148 37 14 158	Pro-gov. Oppos. Indep.	AP	News
% 100%100%100%	14 11 12	2 4 3	32 37 32	14 11 22	35 37 26	1%, 3%, -%, 4%	8 65 27 398	Pro-gov Oppos. Indep.	dpa	Service Material By Pol
100%100%100%	11 - 14	- 200 12	11 - 21	-		22% - 1/2 6%	9 1 134	Pro-gov Oppos. Indep.	DIMITAG	Political Affiliation
100%100% 10	24 15 1		48 69 5	14 -	9 8	-%%	21 13 1	Pro-gov Oppos. Indep.	UP	tion
100%, 100%, 100%, 100%, 100%, 100%, 100%, 100%, 100%, 100%, 100%, 100%, 100%, 100%, 100%, 100%, 100%, 100%, 100%		7 63 46 62	23	7 8 - 1	1 +	-% -% -% -%	112 24 13 124	Pro-gov Oppos. Indep.	Brit. Nachr.	

Less than one half of one per cent.

Section 3: Manner of Use

Having examined general distribution and proportions of output used, the present section examined the manner in which the news services material is used; that is, the degree to which it is used unaltered, rewritten, as background material or for archives.

USE OF NEWS SERVICE VARIES WITH CIRCULATION OF NEWSPAPERS ...

The first finding in this section is that editors of newspapers with relatively small circulation tend much more than those with larger circulation to use the news service material in the form in which it is received rather than rewriting it. On the other hand, according to the survey, the larger newspapers tend much more frequently than the former to use the news service items as background material. For newspapers of all sizes, according to the survey, 21 per cent of the editors use the news service material unaltered, 44 per cent rewrite it, 19 per cent use it as background material, 6 per cent use it only for archives, and 10 per cent gave no opinion.

HOW NEWSPAPERS USE NEWS SERVICE MATERIAL (By Size of Newspaper)

	Up to 10,000	10,000- 49;999	50,000- 99,999	More than 100,000	Average
Unaltered	29%	28%	25%	4%	21%
Rewritten	36	40	38	61	44
As background material	17	16	17	25	19
Only for archives	5	6	8	4	6
No opinion	13 100%	10 100%	12	<u>6</u> 100%	10 100%

AMERIKA-DIENST MATERIAL REWRITTEN MORE BY LARGER NEWSPAPERS THAN BY SMALLER ...

when the findings stated above are further broken down by individual news services a number of interesting results emerge. The fact is that for all news services, except dpa and UP, there is a direct correlation between the rewritten use of the news services and the size of the newspapers up to 100,000. Among newspapers with circulation over 100,000, however, the survey shows that material of dpa is used unaltered much more frequently (by 9 per cent of the editors) than is the material of UP,AP, Amerika-Dienst or Britische Nachrichten, all of which are used unaltered by approximately 3 per cent of the editors.

The full details of the manner in which the output of the various news services is used by the different sized newspapers is shown in the table below.

"Do you, as a rule, use the material of the unaltered, rewritten, as background material, or only for your archives?"

USE OF VARIOUS AGENCY MATERIAL BY CIRCULATION FIGURES OF PAPERS

	AD Material (302)						
	Up to 10,000	10,000- 49,999	50,000- 99,999	More than 100,000			
Unaltered Rewritten As background material Only for archives No opinion	29% 28 23 8 12	34% 27 25 7 12 105%	39% 32 32 12 12	3% 49 36 3 9			
	Britische Nachrichten Material (173)						
Unaltered Rewritten As background material Only for archives No opinion	17% 15 48 10 10	26% 22 40 10 7	33% 25 37 13 17 125%	-% 42 50 4 4 100%			
	dpa Materi (554)						
Unaltered Rewritten As background material Only for archives No opinion	40% 44 & 1 15 108%	38% 64 7 1 8 118%	33% 74 7 2 13 129%@	9% 81 13 - 2 105%			

(Cont'd on next page)

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		(155)	
	Up to 10,000	10,000- 49,999	50,000 - 99,999	More than 100,000
Unaltered Rewritten As background material Only for archives	38% 53 3	36% 51 8 2	-	-
No opinion	12	13 110%©	-	-
		AP Ma (22	aterial 27)	
Unaltered Rewritten As background material Only for archives	20% 40 25	2 <i>8%</i> 5 <i>8</i> 8	37% 55 -	3% 82 15
No opinion	18 103%@	13 107%	15 107%	3 103%@
		<u>UP Ma</u> (15	terial 8)	
Unaltered Rewritten As background material Only for archives No opinion	34% 29 24 16 103%@	27% 52 13 3 12 107%	30% 60 15 5 25	4% 79 9 - 13 105%@
	10)//08	Bulletin	Material	105%@
Unaltered Rewritten As background material Only for archives No opinion	8% 23 26 36 11	15% 27 22 25 16	17% 36 33 28 11	3% 40 34 13
	104%@	105%	125%@	103%@

DIMITAG Material

[@] Some respondents gave more than one answer.

AMERIKA-DIENST MATERIAL USED UNALTERED MORE FREQUENTLY THAN MOST NEWS SERVICES ...

When we look at the manner of using only Amerika-Dienst material, we find results somewhat better than the average. According to the survey 28 per cent of the Amerika-Dienst material is used unaltered, 29 per cent is rewritten, 26 per cent is used as background material, 7 per cent is used for archives and 10 per cent gave no opinion.

"Do you, as a rule, use the material of unaltered, rewritten, as background material, or only for your archives?"

	DIMITAG	dpa	AD			ritische achricht	en Bulletin	AVERAGE
Unaltered	36%	31%	28%	24%	20%	19%	10%	24%
Rewritten	45	51	29	45	55	25	29	40
As backgroumaterial	ind 7	8	26	16	13	40	26	19
Only for archives	1	1	7	1	_	8	24	6
No opinion	11	9 100%	100%	14	12 100%	<u>8</u> 100%	<u>11</u> 100%	11 100%

Section 4: Editors' Appraisal of the Amerika-Dienst

In the present section, editors of West German newspapers were asked to state what they liked best and what they liked least about AD news service. As in most "appraisal" questions, it should be borne in mind that respondents are always "encouraged" to speak freely thus insuring the expression of all possible criticism.

WHAT WEST GERMAN EDITORS LIKE ABOUT AMERIKA-DIENST ...

When asked what they liked about the Amerika-Dienst, most of the editors (44%) said they liked Amerika-Dienst because of the excellent contents of the material, almost a third (30%) said they liked the manner in which the material is presented, while 7 per cent gave other answers including the fact that the Amerika-Dienst service is given free of charge. 35 per cent of the editors gave no opinion.

"If you were to critically appraise the different agencies and information services, what would you consider good about the Amerika-Dienst?"

INFORMATIVE VALUE OF CONTENT	(44%)
Good information, good background material (detailed global reporting) Good information on American conditions Economic and cultural (scientific) contributions Text of speeches	24 % 9 9 2
WAY OF PRESENTATION	(30%)
Good style and composition Independence, objectivity, reliability Good summaries, briefness It is interesting Up-to-the-minute reporting Good picture service	8% 7 5 4 3 3
OTHER ANSWERS	(7%)
Publications are sent free of charge Other answers	1
NO OPINION	(35%) 1167@

[@] Some respondents gave more than one answer.

COMMENTS IN DETAIL ...

"If you were to critically appraise the different agencies and information services, what would you consider good about the Amerika-Dienst?"

(301)

	()()
INFORMATIVE VALUE OF CONTENT	(44%)
Good information, good background material (detailed global reporting):	24%
"It's highly informative." "From time to time it publishes news which is not	
obtainable elsewhere." "It gives useful information and furnishes background material."	
"It furnishes extensive material." "It's an all-round source of information."	
Good information on American conditions:	9
"It gives a good insight into American conditions." "Especially the news items on America are good." "I think the reports on American democracy are good." "It has an efficient way of reporting on political developments within the USA."	
Economic and cultural (scientific) contributions:	9
"I think the economic survey is good," "The articles on scientific developments are well- written."	
"The reports on technical matters are clear." "Their popular articles on scientific subjects are enlightening."	
Text of speeches:	2
"The speeches of statesmen are published word by word, other agencies only give extracts."	
"It publishes the entire text of important political speeches."	
WAY OF PRESENTATION	(3.7%)
Good style and composition:	8%
"The style of its articles and reports appeals to the reader and is easy to understand." "The form is good."	
"The articles are typiled adroitly."	
"The articles are popular and easy to understand." "I think the lively style in which the news is written is good."	
Independence, objectivity, reliability:	7
"I appreciate its political independence."	
"It's very objective." "It has an objective way of presentation." "The information is precise."	
"It's trustworthy."	
(Cont'd on next page)	

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Good summaries, briefness:	5%
"The summaries and the brief way of reporting are good." "I appreciate the concise way of presentation."	
It is interesting:	4
"It is very interesting."	·
"The Amerika-Dienst publications are rather interesting."	
Up-to-the-minute reporting:	3
"It's up-to-date and works promptly."	
"The Amerika-Dienst gives valuable up-to-date information."	
Good picture service:	3
"The pictures of the Amerika-Dienst are good."	
"They supplement their articles with a lot of pictures."	
OTHER ANSWERS	(7%)
Publications are sent free of charge:	1
"I appreciate it that the service is free."	
"I think it's fine to get it for nothing."	
Other answers:	6
"It propagates humaneness." "I think it's good, it's in line with our way of thinking."	
The state of the s	
NO OPINION	(z = d)
NO OPINION	116%
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[@] Some respondents gave more than one answer.

CHIEF CRITICISM OF AMERIKA-DIENST IS THAT IT IS ONE-SIDED ...

When the editors were asked to mention specifically what, if anything, they disliked about Amerika-Dienst, more than half (59%) either had no criticism or gave no opinion. Among those who mentioned specific aspects of Amerika-Dienst they dislike, the greatest number of editors (15%) said it was one-sided, a slightly smaller number (10%) said the news items were written from a frame of reference which was too American, while another 10 per cent said they dislike the poor translation and the manner of the Amerika-Dienst writing. Among the other comments 6 per cent of the editors said they disliked the style, 4 per cent mentioned tardiness in reporting and 2 per cent gave other answers.

> "And what don't you particularly like about the Amerika-Dienst? (We are interested in every criticism.)"

One-sidedness	15%
American frame of reference	10
Poor translation and inaccuracies	10
Poor style and composition	6
Tardiness in reporting	4
Other answers	2 47%@
No opinion No negative criticism	36 23 106‰

COMMENTS IN DETAIL ...

"And what don't you particularly like about the Amerika-Dienst? (We are interested in every criticism -) !!

(301)

One-sidedness:

15%

"It's very one-sided. Although that's to be expected, I still feel they might be a little more critical toward America."

"It's quite obvious that this service promotes the interests of the U.S. in a one-sided manner."

"It shows the U.S. in too rosy a light and that makes

it overly plain that it's a propaganda tool."

"They are too much concerned with making propaganda." "Now and then it is tendentious."

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American frame of reference:	10%
"The material the Amerika-Dienst offers is too much cut out to fit American conditions." "In its reporting the Amerika-Dienst is too much keyed to conditions in the U.S." "The material is too American in its whole make-up." "They are too apt to use conditions in the U.S."	
Poor translation and inaccuracies:	10
"They do a poor translation job." "Often Amerika-Dienst offerings are inexpertly translated." "They don't take pains to do a thorough job." "It's not quite objective."	
Poor style and composition:	6
"Their articles aren't easy to comprehend and aren't written in a popular vein." "They are too glib in putting things. They don't want to rub anybody the wrong way." "Their articles are colorless at times." "The style is too rambling."	
Tardiness in reporting:	4
"They don't bring the latest developments right away." "The material they offer isn't hot news in Germany." "The material they offer in their articles is outdated."	
Other answers:	2
"I do not like those enumerations of statistical data;" "It has all the drawbacks of an official news agency."	
No opinion:	36
No negative criticism:	23
"I don't think there is anything to be criticized." "There is nothing I dislike about this agency." "I have no criticism to offer."	
"On the whole, our staff is satisfied with this service."	106%
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[@] Some respondents gave more than one answer.





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